Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 11, No. 19 TORONTO, MAY 8, 1946 $2.00 Per Annum

Building Begun On New Sites

Rural Situations Changing Hands

Although news of theatre building and deals between small and large circuit operators have captured the most industry attention, there is unprecedented activity on the lowest level of 35 mm. exhibition, where the majority of situations are open three or less days

(Continued on Page 11)

Another Canad'n Production Unit

Relatively new in the production of Canadian industrial and advertising films, Century Film Productions, Toronto, will guarantee the exhibition of pictures made by its units through the use of travelling projection crews, according to an announcement by

(Continued on Page 11)

Permits For Construction Granted By Local Bodies

Theatre planning and building is continuing at the pace begun months ago and each week reveals news of locations, sites purchased and projects under way.

Work will start shortly on a $25,000 theatre in St. Eustache, Quebec, designed by J. Eugene Perron for Lucien Parent. Also from Perron's drawing board is another St. Eustache house, this one already under way for M. Theoret, owner, by J. A. Francoeur, contractor, at a cost of $30,000. The town has one house now, a 200-seater operated by A. Picard.

Dorion, Quebec, will have a

(Continued on Page 3)

Delegates Named To Variety Confab

Delegates from Tent 28, Canada's only Variety Club, will be present at tenth annual convention of the organization, to be held at New York's Hotel Astor May 16-18 under the chairmanship of National Chief Barker R. J. O'Donnell.

Named to represent the Dominion are Ben Okun, Oscar Hanson and Sydney Samson. Tent 28 plans a Variety Club ball in September. Some 1,200 couples are expected at $10 per pair.

J. J. Fitzgibbons is chief barker of Tent 28.

Juve Delinquency Shows Big Drop

Despite increased agitation against movies as contributors to juvenile delinquency, the latest reports on the subject by Toronto officials supports the long-time contention of industry spokesmen and supporters that there is nothing extraordinary about the

(Continued on Page 3)

Winnipeg Signs

Contracts have been signed between Winnipeg exchange branches and the exchange workers' union, IA affiliate.

Border Ceremonies For 'Yank' Dates

Day-and-date opening of 20th Century-Fox's British-made drama, "A Yank in London," in the Seneca, Niagara Falls, Ontario, and the Strand, Niagara Falls, New York, was the inspiration for colorful ceremonies which symbolized and expressed the long amity and sense of common cause felt by Great Britain, United States and Canada.

Highlight of the international celebration was the meeting in the centre of the Rainbow Bridge, which links the USA and Canada, of English war brides married to veterans from both Niagara Falls. Prior to this very human climax of the afternoon

(Continued on Page 3)

Davis Due Soon

John Davis, world Odeon chief, is due here for conferences on May 24th.

Appel Takes Look

Clare Appel, eastern division chief of Odeon, is looking at things in the Maritimes.

Herman Shawn Open World 16 Mm. Pix

Herman Shawn, who sold Russian films for Esquire prior to joining the RCAF several years ago, has returned to The Square.

He has set up offices at 3 Dundas Street for World Films, 16 mm. outlet for Soviet product. This is the company's first official move in Canada.

Theatre Destroyed By Fire

This is what was left of the Palace Theatre, Granby, Quebec, after it was destroyed by fire recently along with two apartments and a shoe store. It was operated by Romeo Robert and Paul Provost. The theatre was empty at the time of the fire, which is believed to have been caused by a faulty furnace. Granby, with a population of over 14,000, is left with one theatre, the Cartier, operated by Robert, who intends to build a $125,000 structure, which will include a theatre seating 1,152, the Princess.

IA Vs. Quebec

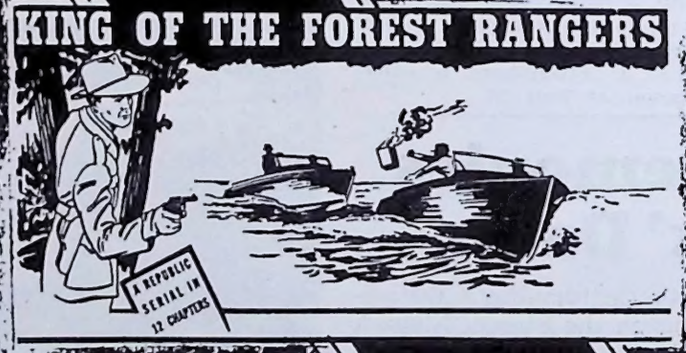
The IATSE, which controls Canadian projectionists in every province but Quebec, has begun its drive for representation there. William P. Covert, Dominion organizer and international vice-president, is negotiating with Odeon Theatres as the opening move. Quebec booth men are either free-lance or belong to non-IATSE setups.

REPUBLIC'S

Action

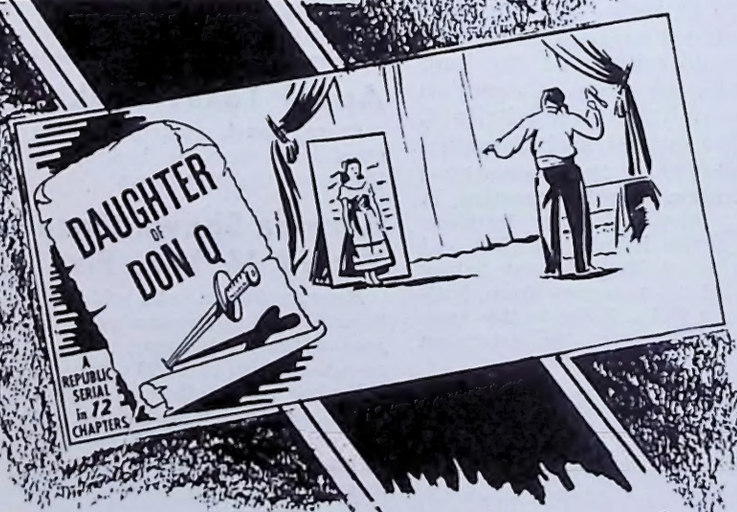
PACKED ADVENTURE SERIALS

OUT THRILLS OUT DRAWS THEM ALL!



CHAPTER *by* CHAPTER

THEY WILL THRILL YOUR PATRONS WITH UNFORGETTABLE ADVENTURE!



WEEK AFTER WEEK
THEY'LL PAY DIVIDENDS AT THE BOX-OFFICE...

DISTRIBUTED BY *Empire-Universal-Films Limited*

Juve Delinquency Shows Big Drop

(Continued from Page 1)

amount of juvenile misconduct these days. There is just more noise currently being made about it.

In fact, the report reveals that juvenile delinquency is lower than at any time during the past 25 years. The authority for this statement is Judge Hawley S. Mott of the Toronto Family Court, who also admitted that it was rather puzzling trying to attribute the drop to any particular reason but publicity could be considered a contributing factor.

Figures show that the general trend has been to lower the number of cases to appear before the courts since 1927, with an upswing occurring in 1937 and during the war years. In the 1945 report, 1,165 cases came up for a 25-year low of 1.71 per 1,000 population, as compared with the previous best year, 1939, with 1.83 per 1,000.

Theft cases headed the list of juvenile delinquents. 303 boys and 42 girls were charged with theft and another 140 were charged with shopbreaking as well as theft.

Breaking down the report of offenders according to religious beliefs, 231 were adherents of the United Church, 218 Roman Catholics, 210 Anglicans, 110 Presbyterians, 75 Baptists and 9 of the Hebrew faith.

By nationality, 1,007 were Canadians, 1 was Scottish, 3 were from the USA, 1 from Poland, 4 from Newfoundland and 39 "not known."

Bing Crosby Tops Australian Poll

Bing Crosby, who topped the Canadian Film Weekly's poll, also won top spot in a popularity survey in Australia, according to a motion picture paper in Sydney. Leading picture of 1945 was a drama, "Home in Indiana."

Season Seat Scheme In New York House

A planned New York movie house on Park avenue will sell memberships for $50 annually, entitling holder to the same seat the same night each week. Two daily shows will entertain 600 each, adding up to an $8,000 weekly gross for 8,400 admissions. Matinees may be opened to ordinary trade.

Featured will be love seats in the loges, a beautician in the powder room, television in the lobby. Paintings, sculpture and jewelry will decorate the lobby. House is subsequent run.

Many Take In Tobermory Preem

Canadian premiere of the Eagle-Lion film, "I Know Where I'm Going," staged in the village of Tobermory, Ontario, attracted much space in the newspapers. Locale of the film is Tobermory, Scotland. Since the village has but 480 people and no theatre, a 16 mm. print was screened in the community hall.

The Bruce County Resort Association, headed by Thomas McKenzie, welcomed the guests, who arrived by bus at Wiarton, and escorted them to Tobermory, where the ladies of the United Church served dinner of fish caught a short time earlier.

Construction Begins On New Sites

(Continued from Page 1)

500-seat $40,000 theatre, its first, which is being erected by Antoine Lalonde.

Three theatres are being constructed in Montreal districts for three separate interests. All were designed by Luke, Little and Mace, Montreal architects, and are in charge of Louis Donolo, contractor. They are a $150,000 house in Westmount for William Lester; an $85,000 enterprise for Suburban Theatres in the Ahuntsic district; and one in St. Laurent, to cost $71,000, for Leo Choquette.

Work has begun on a $20,000 theatre in St. Donat, Quebec, for Jean Lavoie.

U.S. Allaire Victoriaville, Quebec, will erect a new house there. He operates the present one.

A 350-seat theatre, backed by the Canadian Legion, will be the first in Parksville, B.C.

Construction is under way on a theatre in Campbell River, B.C., for E. W. Bickle, chain operator in that province. It will seat 499 and contain a "baby room." Dominion Construction Company, Vancouver, holds the contract.

The Famous Players theatre planned for Kelowna, B.C., where the company operates the 644-seat Empress, will be started in August and finished before the end of the year. To seat 800 and cost $100,000, it will give the town two theatres.

The Melita, Manitoba, house to be built by H. S. Hairsine of Birtle, will seat 400 and cost $15,000. Present two-day theatre in the 501-person community seats 260 and is operated by Mrs. W. Waite.

A $50,000 theatre to seat 1,000 will be built in North Battleford, Saskatchewan, by C. V. Marshall and Famous Players, which company operates the Empress, the town's only theatre, a 510-seater.

Omer and Clarence Henry, brothers, will have a $35,000 theatre constructed in Dieppe, Moncton suburb, by Milledge Henry, their father, from plans by R. A. Frechet, local architect.

Odeon will rebuild the Rivoli, North Sydney, N.S., a fire loss.

Theatre Holding Corporation is planning another house, to seat 1,000, in Smiths Falls, Ontario, where it operates the Capitol.

Theatre Amusements Company will build in Bowmanville, Ontario, where it operates the Royal.

The Beamsville, Ontario, theatre, first for the town, will be erected by Foto-Nite, it having been erroneously reported as a Theatre Amusements enterprise.

The Elmdale, Ottawa, under R. Zumar, is progressing.

Work has begun on the $90,000 Snowden Theatre in North Toronto for Snowden Investors. It will seat 1,150.

Tenders have been called for the $75,000 addition to the Hollywood Theatre, by Premier Operating Corporation.

PRC Makes Use Of Wartime Discovery

PRC are using two interesting new wrinkles in filming their highly-budgeted picture, "Two Yanks on the Amazon," in Brazil.

The latest type of portable wire recorder has been obtained by PRC from the Washington Bureau of Standards, for use in capturing actual night jungle sounds for "Two Yanks." Developed by army engineers, the recorder has been on the secret list all during the war, and was only released within the last little while. It runs for 12 hours on batteries.

Short wave radio contact with the location company is being maintained steadily by Peter O'Crotty, author of the original screenplay, from his Malibu ranch.

Double Date For 'Yank' Opening

(Continued from Page 1)

ceremonies Mayor George R. Inglis of Niagara Falls, Ontario, addressed the crowd, and speaking of the unbroken unity of the three countries, suggested that the presence of the girls on this continent symbolized its continuance.

Among the scenes which interested newspaper, newsreel and radio men was the handclasp between Pte. Bernard Bell of the American forces and Sgt.-Major Campbell of Canada, both holders of a number of citations.

Ceremonies on the bridge were preceded by a long parade through the streets led by the kiltie band of Canadian Corps Unit 104, in command of famed bandmaster Charles H. Powers, and the Royal Canadian Army Cadets from Niagara Falls Collegiate. With the brides in motor cars the parade moved from the Seneca Theatre to the bridge while citizens lined the curb.

The Canadian brides were guests of 20th Century-Fox at a pre-dinner gathering at the General Brock Hotel and returned in the evening to view the picture, along with civic dignitaries and the general public.

Prominent in the arrangements were Sam Glasier of 20th Century-Fox in Canada; Wally Evans of the company in the USA; Jim Cameron of Famous Players; and Jack Ward, manager of the Seneca. Bob Hayman of the Strand, Niagara Falls, New York, and Sydney Samson, general manager of the 20th-Fox in Canada acted as hosts to officials and brides.

The Toronto 20th-Fox folks who made the trip along with Samson and Glasier were Bill Reid, Lionel Lester, Harry Bailey and Emily Barrett. Famous Players members present were Dan Krendel, Bobby Meyers and Harrison Patte.

Among those who joined the after-theatre gathering at the hotel were Harry Lewis, MPP from Welland, Ontario; Max Gray, commissioner of Victoria Park, Niagara Falls; and Mayor and Mrs. Inglis.

Story is about the rivalry of Dean Jagger and Rex Harrison, American and British respectively, for the hand of Anna Neagle. They're all in the services. Robert Morley and Jane Darwell are featured.

LUKE, LITTLE & MACE
ARCHITECTS

PHOTOPLAY

FAVORITE OF AMERICA'S "FIRST MILLION" MOVIE GOERS

PRESENTS FOR MAY

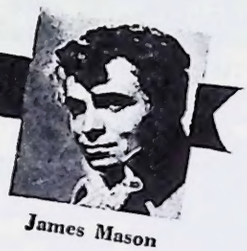
PHOTOPLAY MAGAZINE

Here Come The British

Ann Todd

Stewart Granger

Deborah Kerr



James Mason

WHILE Britishers during the war years were adjusting themselves to our gay and garrulous GI's, England has been subjecting us to a similar invasion in motion pictures. And in these days when friendship and understanding among nations can mean the difference between a world of happiness and a world dying of self destruction, it's good to have English films in our American movie theaters.

It doesn't, of course, make that much difference whether you like the newest British movie stars. But as a rooter for the UNO, you can afford your curiosity about the new faces and new accents you're beginning to see on the screen of your neighborhood theater.

There's James Mason, about whom some of you already are writing Photoplay. Dark, handsome, and frequently saturnine, he'd just as soon be villainous as heroic. In "The Seventh Veil" he's both. Mason is tall, has brown eyes and hair, is thirty-seven, not married and took his Master of Arts degree at Cambridge while playing the sinister *Marquis of Rohan* in that other British cinematic drama, "The Man in Gray."

Ann Todd is just a year younger than James Mason. Married three times, currently to Nigal Tanye, author, she has a five-year-old daughter whose pert nickname is "Pippin." Besides the distinction of playing opposite Mason in "The Seventh Veil" she competes in "Vacation from Marriage" for the favor of Robert Donat with another impressive British actress, Deborah Kerr.

Deborah (she pronounces her last name "car") portrayed three different ladies, all attractive, in "Colonel Blimp." In "Love on the Dole" she played a London slums girl and in "Major Barbara" won the prize role of the Salvation Army girl by her reading of the Lord's Prayer.

Other heartbreakers among the men besides James Mason are Stewart Granger who performs with great distinction in both "The Man in Gray" and "Madonna of the Seven Moons," and Rex Harrison, the fellow who's in Hollywood now starring in "Anna and the King of Siam."

Granger isn't conventionally handsome but is tall—over six feet—and passably dark with brown eyes. At the beginning of the war he served in the Black Watch. He's thirty-three as of this May and his real name is Jimmy Stewart which he changed for obvious reasons.

Rex Harrison is known as the Gary Cooper of Great Britain, probably because he's the silent type and is tall, lean and lanky. He's thirty-seven, married to Lili Palmer, Viennese actress, and distinguished himself during the war as an officer of the Royal Air Force. We've seen him over here before, notably in "Night Train" and "Major Barbara" and currently in "A Yank in London" and "Blithe Spirit."

Another British leading lady worth noting is a lovely young actress, Patricia Roc, of whom Walter Wanger thought so well he chose her as the first to be brought to Hollywood as part of the deal between Universal Studios and J. Arthur Rank, Britain's leading film impresario. You can see her now in "Madonna of the Seven Moons" and "Millions Like Us" and next summer in the Wanger production, "Canyon Passage." Pat is quite small, blonde, blue eyed, actually named Felicia Laine (being married since 1940 to a fellow with good judgment named Murray Laine), likes music, antiques, swimming, riding and boating.

Yes, there are many new screen faces about which Photoplay readers should know and for which England's to be thanked. And put this in your memorandum book—several of those mentioned on this page will soon be on your list of favorites. (If we turn out to be wrong, please don't mention it in front of the boss.)

Fred Sammis

ALL THIS AND MORE.... FROM EAGLE-LION

THE PICK OF THE PICTURES

Canadian Film Weekly

VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 11, No. 19 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

The Bandit Of Sherwood Forest

with Cornel Wilde

Columbia 86 Mins.

EXCITING TALE AND TECHNICOLOR PHOTOGRAPHY HELP MAKE THIS GOOD ENTERTAINMENT.

This offering dealing with the adventures of Robert Nottingham, son of Robin Hood, has been beautifully photographed in Technicolor. It has been given excellent production values by Producers, Leonard S. Picker and Clifford Sanforth, with direction credit being shared by George Sherman and Henry Levin. The camera work was handled by Tony Gaudio, William Snyder and George B. Meehan, Jr.

As the story opens, Robin Hood, as the English earl (Russell Hicks), is opposing the regent (Henry Daniell), who orders the Magna Charta rescinded. The regent also orders the earl banished from England and causes the queen mother (Jill Esmond) and her lady-in-waiting, Lady Catherine Maitland (Anita Louise), to flee for their safety. The young king (Maurice R. Tauzin) is held prisoner.

Robert (Cornel Wilde) is named to head the men opposing the regent. He and Catherine, with whom he has fallen in love are aiding in rescuing the young king. Robert insists on "trial by combat" and the regent agrees, but only after ordering food and drink withheld from Robert for three days. However, Catherine from her adjoining cell manages to get some food and water to him.

In the duel, Robert defeats the regent and is made Earl of Sutherland and "ordered" to marry Catherine.

Edgar Buchanan plays Friar Tuck, while George Macready, John Abbott, Lloyd Corrigan, Eva Moore, Ray Teal, Leslie Denison and Ian Wolfe are among the principals.

CAST: Cornel Wilde, Anita Louise, Jill Esmond, Edgar Buchanan, Henry Daniell, George Macready, Russell Hicks, John Abbott, Lloyd Corrigan, Eva Moore, Ray Teal, Leslie Denison, Ian Wolfe, Maurice R. Tauzin.

CREDITS: Producers, Leonard S. Picker and Clifford Sanforth; Directors, George Sherman and Henry Levin; Authors, Paul A. Castleton, Wilfrid H. Pettitt; Based on novel, "Son of Robin Hood," by Paul A. Castleton; Screenplay, Wilfrid H. Pettitt, Melvin Levy; Cameraman, Tony Gaudio, William Snyder, George B. Meehan, Jr.

DIRECTION, Good. PHOTOGRAPHY, First-Class.

Idea Girl

with Jess Barker, Julie Bishop

Universal 60 Mins.

MODEST LITTLE COMEDY IS A BREEZY ITEM THAT WILL PLEASE THE AVERAGE FILMGOER.

In "Idea Girl" Will Cowan has produced a spirited little comedy that keeps its tongue very much in its cheek. Will Jason, the director, rarely allows the film to slow down and has succeeded in exploiting the amusing aspects of the yarn to the satisfaction of the average audience. Operating under the supervision of Executive Producer Howard Benedict, Associate Producer Will Cowan has given the film as good a production as one could expect in the instance of so lightweight and modest a screen item.

In telling the story of a feud between a femme song plugger and one of the partners in the song-publishing firm for which she works, Charles R. Marion has striven hard to exact comedy from every possible situation.

The battle starts when Jess Barker returns from a road trip to find his partner, Alan Mowbray, has hired Julie Bishop, a lovely, to devise ways and means of putting over their songs. Barker is critical of everything Miss Bishop does, but is forced to change his attitude before the footage has run its course. The audience will have no trouble figuring out that Barker and Miss Bishop will wind up in love with each other. Most of the fun revolves around a songwriting contest conceived by Miss Bishop to win attention for the firm.

The cast gives the impression of enjoying itself in discharging its acting chores. Miss Bishop is an eye-catcher. Mowbray shares the comedy honors with Joan Fulton, who plays a receptionist.

CAST: Jess Barker, Julie Bishop, George Dolenz, Alan Mowbray, Joan Fulton, Laura Deane Dutton, Virginia Christine, Lane Chandler, Charlie Barnett and orchestra.

CREDITS: Executive Producer, Howard Welsch; Associate Producer, Will Cowan; Director, Will Jason; Screenplay, Charles R. Marion; Adaptation, Elwood Ullman; Based on story by Gladys Shelley; Cameraman, George Robinson.

DIRECTION, Okay. PHOTOGRAPHY, Okay.

Swing Parade Of 1946

with Gale Storm, Phil Regan, the 3 Stooges, Connee Boswell

Monogram 73 Mins.

SWELL TUNES AND ELABORATE PRODUCTION NUMBERS MARK PRETENTIOUS MONOGRAM MUSICAL.

This is one of Monogram's more ambitious offerings. The story is rather thin, and Producers Lindsley Parsons and Harry Romm have concentrated on production numbers. Phil Karlson's direction is good, while Jack Boyle rates a nice credit for his handling of the dance numbers. Edward Kay's musical direction is also an important factor.

Connee Boswell scores with "Stormy Weather" and "Just A Little Fond Affection." Louis Jordan "sent" the Glendale preview audience with "Don't Worry About the Mule" and "Caldonia."

Gale Storm does nicely with "Oh Brother" and "On The Sunny Side Of The Street," in addition to singing two numbers with Phil Regan. Will Osborne is also down for a number.

The Three Stooges, Mary Treen, Edward Brophy and Leon Belasco handle the comedy, while a newcomer, Windy Cook, scores with his imitation of trains and planes.

Phil Regan's plans to open a night club are opposed by his wealthy father, Russell Hicks. Gale Storm, a struggling young singer, is given an audition by Regan, who, of course, falls in love with her. Mary Treen, an old friend of Hicks, succeeds in overcoming his opposition to the night club, and after misunderstanding is adjusted, Gale accepts Phil.

CAST: Gale Storm, Phil Regan, Edward Brophy, Mary Treen, John Eldredge, Russell Hicks, Leon Belasco, Windy Cook, The Three Stooges, Connee Boswell, Louis Jordan and his Tympany Five, Will Osborne and His Orchestra.

CREDITS: Executive Director, Trem Carr; Producers, Lindsley Parsons and Harry A. Romm; Director, Phil Karlson; Author, Edmond Kelso; Screenplay, Tim Ryan.

DIRECTION, Good. PHOTOGRAPHY, Good.

A Night In Paradise

with Merle Oberon, Turhan Bey

Universal-Wagner 84 Mins.

TECHNICOLOR FILM RICH IN SPECTACLE IS STORY-BOOK TALE WITH STRONG B.O. PROSPECTS.

"A Night in Paradise" reaches into ancient history for the inspiration for a piece of entertainment that is imagination-stirring. The film has about it a story-book flavor that will serve very much of a come-on to those who crave to be whisked out of the workaday world of the present. If escape from the moment is sought, no film could be better qualified to accomplish the purpose. Its spectacle, rendered more exciting by the employment of superb Technicolor photography, will endear the film particularly to the young and the romantically-inclined, on whom the fairy-tale quality of the yarn will not be lost.

Although the picture flies in the face of reality, it does succeed in commanding the interest uncommonly well. The importance of action and excitement to a film of this kind has not been lost sight of by Director Arthur Lubin.

The story spun among impressive and extremely beautiful setthings, has Croesus the King of Lydia, Delarai the Queen of Persia and Aesop of fable fame as the principal characters. Samos sends the philosopher Aesop to Croesus to induce him to alter his mind about declaring war on the tiny Greek island. At Croesus' court Aesop meets Delarai, the king's betrothed. And what do you think happens? Right—Delarai and Aesop fall in love. The efforts of Aesop to keep Croesus in a peaceful frame of mind toward Samos and to prevent the king from learning about the romance give rise to no end of incidents crowded with diversion for such as are not too hard to please. The manner of the lovers' escape when Croesus discovers the truth is strictly fantasy.

CAST: Merle Oberon, Turhan Bey, Thomas Gomez, Gale Sondergaard, Ray Collins, George Dolenz, John Litel, Ernest Truex, Jerome Cowan, Douglass Dumbrille, Paul Cavanaugh, Marvin Miller, Moroni Olsen, Richard Bailey.

CREDITS: Producer, Walter Wanger; Associate Producer, Alexander Golitzen; Director, Arthur Lubin; Screenplay, Ernest Pascal; Adaptation, Emmett Lavery; Based on novel by George S. Hellman; Cameramen, Hal Mohr, W. Howard Greene.

DIRECTION, Okay. PHOTOGRAPHY, Fine.

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HYE BOSSIN, Managing Editor

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SPYROS P. SKOURAS

Help Europeans, Skouras Asks

"If we do not respond wholeheartedly to this humanitarian task we will lose the comradeship and understanding developed during the war," stated Spyros P. Skouras, president of Twentieth Century-Fox Film Corporation, in his first interview on his return from a trip to England and France, referring to the vital importance of rushing food supplies to Europe's starving millions. "We must," he continued, "give the people of Europe whatever aid we can in order to strengthen the democratic way of life for all. We are eating in this country and the people of Europe are starving. This condition must be changed or we will alienate the men and women of Europe, who will hold the balance of power between peace and war in the future."

He said further that everywhere he went he found the people making a valiant effort to rehabilitate and readjust themselves, but the devastation of war made it impossible to regain normal ways of life without outside help.

Referring to motion pictures, Skouras pointed out that it was of prime importance that pictures should reflect the American standards of living and democratic way of life. "If our producers keep this in mind when making pictures that will be shown abroad, we will be contributing in great measure to the spreading of democratic principles and the philosophy of live and let live, peace and prosperity for all."

Kids Are Still Nice These Days

All the noise about juvenile misconduct these days by their would-be protectors from the evil of movies has given the impression that kids are to be feared. Actually the kids of this generation are no worse than those of any other. Better, according to Judge Mott of the Toronto Juvenile Court, who says there were fewer kids brought before him last year than in any of the 24 years prior to it.

In Windsor last week the Vanity was full of kids during the usual matinee and when the first show was over 40 got up. There were 500 waiting to get in and it looked as if it might rain. Manager Bob Brown knew that in similar situations in the past bribery of candies, magazines and popcorn by others had induced but few to leave.

So Bob put it up to the kids. In front of the footlights the words "Courtesy" and "Cooperation" gleamed. Bob pointed to them and explained the plight of the outsiders.

"Can I count on you to show me the meaning of those words?" he asked.

Believe it or leave it, 800 kids got up and in orderly fashion filed out!

That was 95 per cent of the audience. Even the Windsor paper recognized the value of that happening and wrote quite a story about it. Parents were pleased too, and you can't blame them.

* * *

Heard Hereabouts

Morris Weiss suffered a stroke and is quite ill . . . Harry Alexander has also been on the sick list for a while . . . Subject of great curiosity is whether Joe Garborino will give Odeon Theatres permission to use "Odeon" as the name of their projected theatre at Yonge and Carlton, that being the name of his Parkdale house . . . I am pleased to report that RKO's newest Danny Kaye comedy, "The Kid From Brooklyn," is probably the funniest motion picture made since the early Charlie Chaplin and Harold Lloyd comedies. Right now, while I'm still under its influence, I would say it holds the all-time record for non-stop uproarious humor . . . In Barrie, where the population is 10,470 and no film goes over three days, "Bells of St. Mary's" played before 6,176 in the Imperial. It registered three times the normal gross and when it has played a second week the theatre will have held more than the population of the town . . . They stagged Simon Cohen's son-in-law, Sol Freisner, the other night, with many film men on hand . . . Abe Wilks will be married soon. . . Sydney Samson is slick and slim again, having dropped 20 pounds recently.

* * *

People Come And People Go

Charlie and Sammy Krupp were on hand to see the Winnipego-my-hearts, the Monarchs, trim St. Mike's for the title. The boys hauled back a pile of eastern cabbage with them . . .Monetary Times reports that Famous Players won't buy an airplane for company use. Too bad — a fellow could hitch the odd ride . . . We recently printed a story about Joe Meyers going to the barber college for a haircut when the other places were closed. We didn't tell you that he discovered that the fellow waiting ahead of him was Harry Romberg. It was Romberg who told us about Joe. Joe denied the story, so I might as well include Figment Romberg in the lie . . . Lou Applebaum was nicely articled in a recent issue of Maclean's. He's the NFB lad who scored "G. I. Joe" and "Tomorrow the World." He prefers Canada to Hollywood . . . The kids cleared the Park, Chatham, the other day under 50 seconds during a fire drill . . . Pete Egan was twice-happy the other week. His Calgary Stampeders won the Allen Cup and Pete became a grandfather again . . . Remember Joe Kirkwood, Jr., Harry Lester's pal? He was at Film Weekly golf tournament and got a special award. He just made a big hit as Joe Palooka in Monogram's "Joe Palooka, Champ."

Mel Turner With Queensway Lot

Melburn E. Turner, better known as "Mel" among the motion picture fraternity, and formerly a film director with Associated Screen News, has joined Frank O'Byrne's staff at Queensway Studios as production supervisor and is now busily engaged with O'Byrne in organizing that department of the new company.

Mel's experience in motion picture production has included the making of every type of film vehicle from industrial to commercials to entertainment features and was a logical outgrowth from his previous activity as a professional theatrical producer of dramatic and musical shows, in which he was engaged for some 12 years. Previous to that he was a newspaper writer, this bent standing him in good stead when he was called upon to write scenarios as well as produce them.

Born in London, Ontario, and a graduate of the University of Western Ontario, Mel produced one of the first feature-length, all-talking color pictures in Canada, "Here Will I Nest," a story of the life of Col. Thomas Talbot. He admits now that "we had our difficulties," and "the sound track, recorded by amateurs at that time, was very much short of what was required." However, it brought him to the attention of motion picture people, particularly Frank O'Byrne, with whom he is now associated again. His experience as a theatrical producer took him to practically every district in Canada and many in the United States.

No Dispossession

WPTB rental officer in Vancouver, George J. Bryan, refused to allow the dispossession of Lyric Holdings Limited from the Lyric Theatre by Norton Investments. The latter company had agreed to lease the theatre to Famous Players.

Wellard Promoted

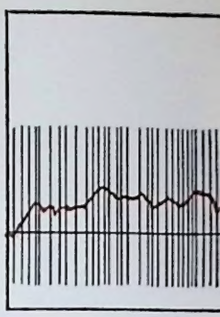
Jack Wellard, manager of the Capitol, Smiths Falls, Ontario, for Premier Operating, has been made supervisor of the eastern district by that company.

Gray And Barnowski Switched By FPCC

Famous Players Canadian Corporation has announced the transfer of two of its managers. H. Gray, who has been in charge of the Orpheum theatre in Fort William, Ontario, for the past three years, will take over the Metropolitan in Regina, Saskatchewan. C. Barnowski, of the Metropolitan, will exchange his post for that left by Gray.

There
NEVER
was
a
woman
like
Gilda

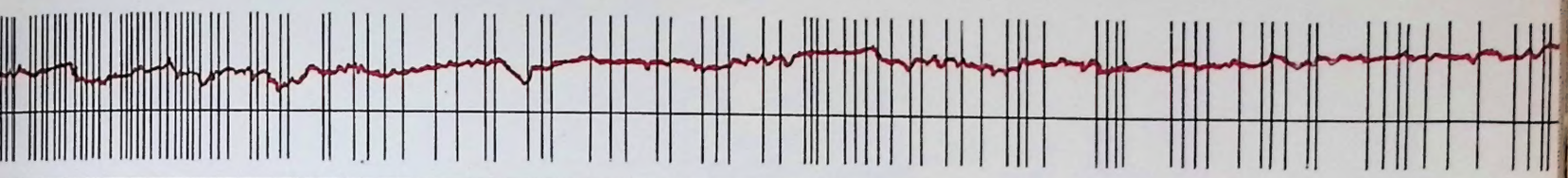
Dr. Gallup measures a Picture...



AND FINDS AN UNUSUALLY HIGH LINE OF ENTERTAINMENT!

Here's the inside story of the most interesting discovery in the motion picture business since sound! The graph above is a Preview-Profile of how an audience reacts to "Gilda". Typical movie-goers, representing all types and ages in an average theatre audience, were shown the picture. They had heard nothing about the picture in advance. Their reactions — sequence after sequence — were recorded by an *exclusive patented process* developed by Audience Research Inc. Tests over seven years have proved that through these Preview-Profiles the Gallup organization can forecast audience reaction to a new picture with scientific accuracy.

Gilda's curves are



THIS *Gilda* PREVIEW-PROFILE IS ONE OF THE MOST EXCEPTIONAL IN THREE YEARS OF GALLUP PROFILE RECORDS.

it shows audience acceptance—and enthusiasm for Rita Hayworth in a dramatic role.

it shows unusual build-up in interest, and ends high—the distinctive mark of TOP pictures—insuring widespread and favorable word-of-mouth.

IT INDICATES THAT *Gilda* IS ONE OF THE TOP AUDIENCE ENJOYMENT PICTURES OF THIS YEAR.

Another Anniversary Box-office Winner From Columbia!

definitely Box-Office!

The Profile chart as shown is recorded by the Hopkins Electric Televoting machine.

COLUMBIA PICTURES

presents

RITA HAYWORTH

as

Gilda

with

GLENN FORD

GEORGE MACREADY

JOSEPH CALLEIA

Screenplay by Marion Parsonnet

Produced by VIRGINIA VAN UPP

Directed by CHARLES VIDOR

Nationally advertised in 90 publications with a circulation of

53,793,750

COLUMBIA'S SILVER ANNIVERSARY 1946

Rural Situations Changing Hands

(Continued from Page 1)

per week and even the six-day houses seat under 300.

Twenty such houses have changed hands since the beginning of the year, while 17 others in the same field, which is exclusively rural, have either each reopened or switched from 16 mm. to 35 mm. exhibition. All are in western territories.

Among the theatres not in this class which have changed operators are the Centre, Toronto, which A. W. Eckler and M. Sasloff acquired from S. Lichtenstein and P. Budd; and the Royal, Moose Jaw, Saskatchewan, formerly controlled by W. J. Passmore and now in the group operated by Harry Phillet, Noel Forest and associates. The Kent, Windsor, has been reopened by a company connected with the Bennett interests, Kent Promotion Agencies, which is headed by C. W. Baum.

Changes in the small rural situations are:

VANCOUVER

Cadet, Esquimalt, BC.—W. J. Passmore to S. Bannister.

CALGARY

Grand, Natal, BC.—J.Altomare to P. Zoratti.

Opera, Oyen, Alta. — I. F. Shacker to D. E. Wade.

Community, Viking, Alta.—R. R. Kiefer to Viking Board of Trade.

Midway, Rosedale, Alta.—Mrs. M. Lewis to M. Perozni.

Frank's, Eatonia, Sask. — F. Corcoran to R. G. Wallis and Chen Wong.

Star, Coronation, Alta.— J. R. Graham to Mr. Sutton.

Empire, Killam, Sask.—W. H. Sharp to M. G. Fee.

Community, Gleichen, Alta.—D. Hirtle to R. W. Blick.

Roxy, Rocky Mountain House, Alta.—H. Murray to J. Hunchak and M. C. Kachuk.

Reopened or New

Legion, St. Walburg, Sask.—George Larson.

Community Club, Big Valley, Sask. — Big Valley Community Club.

Acme, Alta.—E. R. Richards.

Bow, Bowess, Alta. — E. H. Wintemute.

Community, Ryley, Alta. — E. H. Brown.

WINNIPEG

Hawarden, Hawarden, Sask.—J. S. Reichert to W. A. Williams.

Kenaston, Kenaston, Sask. — J. S. Reichert to Canadian Legion No. 240—C. F. Edwards.

Community, Belmont, Man. — A. M. Reid to Mrs. A. M. Reid.

Marlowe, Kinistino, Sask.—Mr. C. H. Barrs to J. T. Treen.

Elk's, Assiniboia, Sask. — W. Pyle to O. Hoffos.

Star, Baldur, Man.—Welsh & Johnson to Wm. J. Dowd.

Roxy, Watrous, Sask.—P. Grywinski to Koslowski and Metropolit.

Roxy, Wadena, Sask. — G. F. Cummings to I. Reinhorn.

Broadview, Broadview, Sask.—D. Weyland to K. Walshaw.

Savoy, Wolsley, Sask. — D. Weyland to K. Walshaw.

Reopened or New

Carragana, Carragana, Sask.—Frank Dorosh.

Frontier, Frontier, Sask. — Frontier Board of Trade per Nick S. Hanson.

Dominion City, Dominion City, Man.—M. Deduch.

Hendon, Hendon, Sask.—W. L. Jacques.

Sintaluta, Sintaluta, Sask.—P. Bowen-Smith, Sintaluta Pictures.

Community Hall, Glenworth, Sask.—G. M. Walker and Rev. P. Jerome.

Newdale, Newdale, Man.—L. C. Sanders.

Lipton, Lipton, Sask.—C. H. Corns.

Town Hall, Strasbourg, Sask.—Canadian Legion No. 100—Mrs. L. Chapin.

Elbow, Elbow, Sask.—W. A. Williams.

Cypress, Cypress, River, Man. —H. S. and G. A. Richmond.

'There Are No Bad Movies'

(From the Brantford, Ontario, Expositor)

Having received letters of protest, regret and complaint from some of its readers, regarding the relatively poor patronage of certain top-grade moving picture productions, specifically "Wilson", The Hamilton Spectator offers sympathy but maintains a judicious and philosophical position.

"You cannot make people go to 'good' movies", says The Spectator. "There is one mountain which will simply not go to Mahomed. And the common idea that movies should 'educate' people is, perhaps, putting the cart before the horse."

Of course it is. And the psychology of the case is elementary, as Sherlock Holmes would say. Tell a small child that this or that item on the menu is "good" for him, and watch him turn up his nose at it! By the same token, advise people to go to the opera to see a Shakespearean production or even to read something described as excellent literature, and ten chances to one they will shy away from it. Human nature is like that. But let the same people "discover" the opera, or Shakespeare or good reading for themselves, and, surprised though they may be, they will also be delighted and thoroughly "sold" on the product.

Culture has to be a bit insidious to catch on, so to speak. Or, as some sage put it long years ago, "You can lead a horse to water, but you can't make him drink." By the same token, the moving picture industry, by producing so many meritorious pictures, has done much to popularize some notable dramatic and literary masterpieces which otherwise might have remained indefinitely in the highbrow class, to the infinite loss of hundreds of thousands of others.

People who feel that some picture of their choice does not receive proper applause from the public may console themselves with this reflection. What is more, as has been said so often about whisky and books, so with the movies: there are no bad movies; some are better than others.

DISTRIBUTORS "ROYAL SOUND MASTER" SOUND SYSTEM
(Western Electric Co. Licensed)
THE BEST MONEY CAN BUY!

1. New Plastic Suprex or a beaded sound screen, your cost delivered 64c. per square foot.
2. New coated surface projection lenses 11 (large size). Per pair $117.30.
3. New Simplex, Powers or Motiograph projector parts, USA list plus 5%. Special prices on overhaul quantity.
4. Radio mat slides—$1.80 box of 50.
5. Eight-inch Bausch & Lomb low intensity reflectors $14.10 each.
6. Tungar bulbs 15 amp. — $11.00 each delivered.

SAVE 20% OR MORE OF YOUR MONEY
ON THE BEST IN SOUND, PROJECTORS AND COMPLETE THEATRE SUPPLIES
SPECIALISTS FOR 25 YEARS
ASK THE MAN WHO KNOWS US
DOMINION THEATRE EQUIPMENT CO
907 DAVIE ST
VANCOUVER B C

Another Canad'n Production Unit

(Continued from Page 1)

M. Ferris, a director of the organization.

The major objection to the use of advertising and promotion films, states Ferris, has been the inability to guarantee exhibition but by booking public halls and parks far in advance and with crews slated to start travelling about the middle of May, this difficulty will be overcome.

"It was always the same story," said Ferris, "We could interest almost any large firm in producing a motion picture as an advertising force, but always at the final stages we met with the same reply: 'Sure we don't mind spending one or five or even ten thousand dollars on a film, but after we have got it what do we do with it?' Well we have an answer for them now, and a good one."

A shortage of raw film stock and equipment has been a serious hindrance to the new company in keeping to production schedules, Ferris states, but with the situation easing up, the large backlog of orders, entailing months of shooting, will probably be met on time. Michael Carlton, no newcomer to the industrial film production business, is in charge of production. Carlton as early as 1935 was turning out films for such firms as Parker Pen, National Cash Register, Johnson Outboard Motor, Toronto Daily Star and many others. Promotion and sales are being handled from Toronto.

Among the films recently completed is "Wire for the World," for the Phillips Electrical Company. Eight reels in length, and shot in natural color, the story depicts the drama of wire, from copper bars in fiery blast furnaces to the finished product in telephone systems. In the last stages of production are two films for dairy companies, one for Cow and Gate and another for General Milk Products. Of educational interest, they also give a fine insight into the important part milk plays in everyday life, and the care and expertness that go into the manufacture of fine milk foods.

'Life With Father' Starts At Warners

After months of preparation, Warner Brothers Technicolor version of "Life With Father" is rolling, with Irene Dunne and William Powell as mother and father Day. Michael Curtiz is directing and Robert Buckner producing.

UA's 'Breakfast In Hollywood'

UNITED ARTISTS has brought one of the continent's favorite family programs, "Breakfast Club," to the screen in an ample and entertaining picture, "Breakfast in Hollywood." It's music, fun and drama with streng BO appeal.

Tom Breneman transfers his stuff to the screen in the same catchy fashion and Bonita Granville and Ed Ryan provide the romance. Also on hand are Spike Jones, Beulah Bondi, Zasu Pitts, Billie Burke, Raymond Walburn and Andy Russell.

Box Office Magic!

In every theatre
it has played...

HOWARD HUGHES'

The Outlaw

has smashed
every existing record
ever established by
any picture in the
history of the theatre.

Released thru United Artists

NFB Non-Theatrical Pattern

Will Supplement Growth of Trade Union and Rural Circuits With Increased Film and Projection Service

IN the first year of peacetime production, the National Film Board of Canada is in a better position to schedule the year's work well in advance than it has been at any time in the past six years.

Films are allocated among various well-defined production units, each of them working in a particular area such as agriculture, labor, international relations, education, etc. This is not in order to classify and narrow down the various subject fields, but rather to work as closely and efficiently as possible with specialized distribution channels, and to maintain specialized liaison among the various Federal government departments.

A considerable number of films have already been commissioned for the present fiscal year by the Dominion departments of agriculture, labor, health and welfare, and veterans' affairs. Other film subjects are under discussion and still others are expected to arise throughout the year. In addition, the NFB will finance, from its own production vote, a certain number of films to fill specific informational needs and meet requests with a national application.

One significant development is in the field of classroom films, where for the first time in Canada it is possible to schedule an integrated program combining all the visual media: films, filmstrips, displays, collotypes, photo-murals, graphic material. This program is being drawn up in consultation with a national educational committee (Canadian Newfoundland Educational Association) and will provide not only for the production of new films for classroom use but also for a survey of all existing teaching films that are available, and assess their usefulness to schools in Canada.

In other fields as well, the treatment and style of films will be conditioned closely by the board's opportunity to reach specialized audiences. As the board gains access to these, both urban and rural, adult and juvenile, it will be possible to apply special film techniques more effectively.

THE National Film Board production schedule for 1946-47 shows a general tendency towards specific films for particular audiences, rather than a large number of general subjects. Certainly the latter will continue to be of great importance, as in the program of films scheduled for release in the three theatre series, World in Action, Canada Carries On and Les Reportages; but as other non-theatrical audiences of all kinds are becoming more and more familiar with the use of visual media for discussion and study purposes, it means that new opportunities are growing for experiment and development in effective film making.

Parallel with the shift in emphasis in film production is a re-grouping of Canadian non-theatrical distribution channels and methods, with a view to meeting the new needs of the post-war period. As already stated, the pattern now emerging in Canada is more flexible and varied than in wartime.

The basis of distribution policy in Canada becomes the recognition of the numerous specialized needs of various groups in the community. This stands in contrast to the wartime development when unity of purpose was reflected in government-sponsored programs shown uniformly on a nation-wide scale. Peacetime conditions make possible an increased attention to the needs of diverse interest groups and therefore requires the planning of specialized programs.

The distribution machinery of the rural, industrial and trade union circuits of the board must now be supplemented to a greater degree by 16 mm. regional film libraries and projection services maintained by the individual community, meeting the demands of private and public organizations which are realizing the value of visual education to promote their objective.

This new pattern of distribution in the field calls for a corresponding change in structure of those film board departments concerned with the planning of programs and the preparation and collection of supplementary study materials. The new structure may be described under three headings: program planning and promotion, field co-ordination, and contributory services.

THE function of program planning and promotion is fulfilled primarily by National Film Board distribution officers who are assigned to major subject areas, such as health, welfare, rehabilitation, vocational training, reconstruction and housing, labor, industry, agriculture, science schools, women's interests, cultural activities and community centres. In each of these fields there are major problems of current concern, incapable of solution without public education which both informs and leads to positive action. It is the responsibility of the distribution officers to co-operate with government agencies and private organizations in planning programs which use films and other visual media for this purpose.

The plans developed by the distribution officers can become effective only when carried through to action at the community level. It is the function of the field co-ordinator to supervise the field staff in this implementation and to secure through a reporting system a comprehensive picture of activities in the field.

Essential to the work of program planning are contributory services such as research into available films and supplementary materials, facilities for previewing films on loan from outside sources and statistical analyses of field reports. A number of units have been set up to provide these services, such as a master classification of all films available, a preview service, utilization methods, supplementary study materials, and statistics.

They'll Do It Every Time
Registered U.S. Patent Office
By Jimmy Hatlo
"ONEL HEARTBURN-PING PATOOTIE AND ALL-STAR CAST IN "BURNT KISSES"
WHERE'S THE MANAGER? WE WANT OUR MONEY BACK? WE SEEN THIS PITCHER TWICE BEFORE ALREADY..
NOW SHOWING "BURNT KISSES"
TODAY AND TOMORROW "BURNT KISSES"
HEARTBURN AND PATOOTIE IN "BURNT KISSES"
TICKETS
NOW PLAYING "BURNT KISSES"
NOW "BUR KISS
JIMMY HATLO
3-22
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JOANIE'S MERRIEST LAUGHTERPIECE!

...as a gal who penned her yens in a blushing "best-seller"... and then had to live it page by burning page!

Universal Presents

RADIO'S "QUEEN OF COMEDY!"

Joan DAVIS
Jack OAKIE

...when she goes glamorous the Fun goes WHAM-OROUS!

She Wrote the BOOK

with

MISCHA AUER • KIRBY GRANT • JACQUELINE de WIT • GLORIA STUART

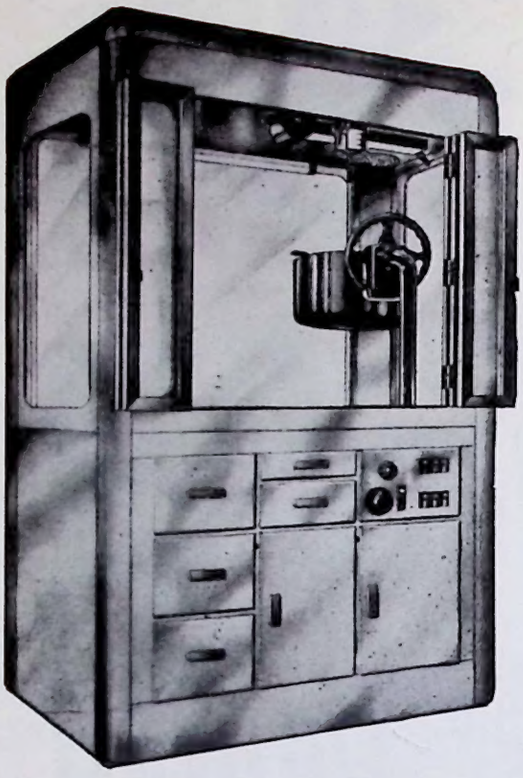
Original Screenplay by Warren Wilson and Oscar Brodney • Directed by CHARLES LAMONT • Produced by WARREN WILSON • Executive Producer: Joe Gershenson

DATE IT FOR EARLY SHOWING **Empire-Universal-Films Limited**

Extra Earnings at NO COST to you!

Join the hundreds of wise theatre men who have increased their incomes with these

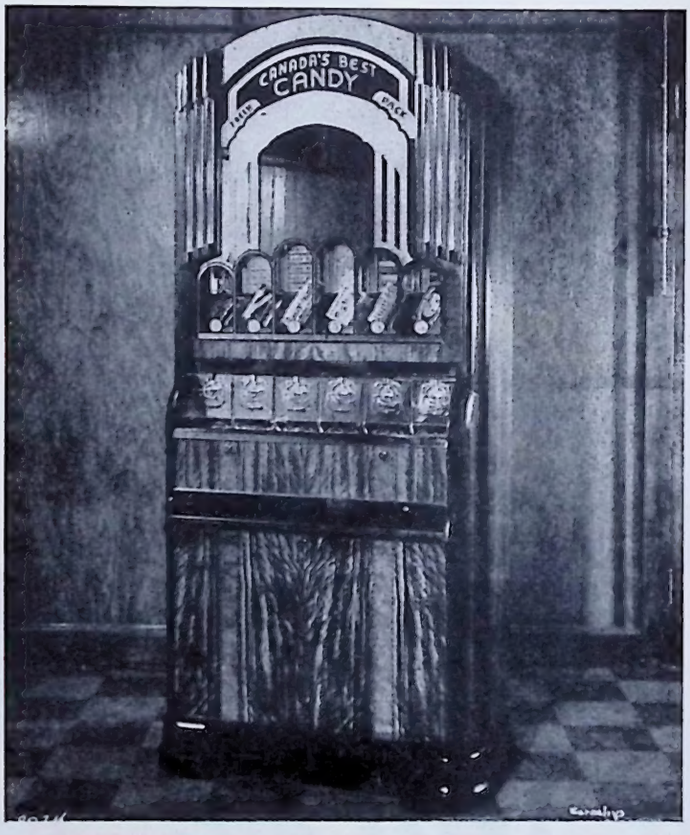
PROVEN PROFIT PRODUCERS



An extra source of revenue is available to you, without any investment or risk whatsoever on your part. Canadian Automatic Confections, Ltd., will install the Viking Popcorn Machine or the Candy Seller or both, in your lobby on a profit-sharing basis. Then Canadian Automatic will furnish popcorn, fresh delicious candy and everything you need—even the popcorn machine operator! You assume no fire or theft risk . . . you have no money tied up in equipment. And you don't have to wait for your profits, for you remove the money yourself and keep your share. Don't miss this opportunity for additional income!

VIKING DeLuxe POPCORN MACHINE

The eye-appeal and buy-appeal of this sparkling, sanitary machine will quickly attract your patrons. And once they taste the uniformly delicious, fresh hot Viking-popped corn, they'll buy again and again . . . just as people are doing all over North America. A Viking machine in your lobby means better satisfied patrons and more profits — for you. Write for literature that shows you why!



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Serve your patrons their favorite candy this quick, easy, inviting way! This attractive automatic confection vendor displays a variety of tempting, always-fresh candy — in the most sanitary manner. And the coins which rapidly collect in the vendor are easily removable. Send for the full story today.

START ENJOYING THESE PERMANENT, ASSURED EARNINGS RIGHT AWAY!

Let us show you the earning records of hundreds of Canadian theatre men who are receiving $30 to $225 from candy vendors alone. Popcorn profits are similarly attractive. Let us show you how quickly you too can start enjoying these assured EXTRA EARNINGS — at no cost to you!

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